



South Park Stakeholders Group – Board of Directors Meeting

Wednesday, April 23, 2015 8:30 AM

1333 S. Hope St, Los Angeles, CA 90015

Board Members: Robin Bieker, Shelby Jordan, Bob Buente, Nate Nusbaum, Michelle Heilpern,
Fernando Villa, James Pugh, Terri Toennies
Absent: Martha Saucedo

Staff/Contract: Jessica Lall, Amanda Irvine, Priscilla Hsu, Jessica Mandelbaum, Sergio Urena, Victor
Gonzalez

Guests: Jessica Boker (presenter on street vending ordinance), Jim Reis, Doyle McDonald, Erik
Palmer, Jon Port, Lionel Neden, Greg Sun, Sonnet Hui, Carmen Zella,
Dawn Davis, Noel Fleming, Dan Lewis, Cameron Selmer, Wallis Locke
TOTAL Guests: 14

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
Meeting called to order:	Called to order by Robin Bieker at 8:34 a.m.	<i>No action taken</i>
Public Comment/Introductions	Comment from Lionel Neden, EmPower America, a PermaCity partnership. Looking for property owners with rooftops to put solar panels on. Different programs offered to host solar panels. The energy goes back into the City of Los Angeles to cut costs; have net metering. Smaller programs as well that power your facility first and DWP buys back what you don't use. Contact him for more information after the meeting.	<i>No action taken</i>
Review and approve February 25, 2015 Minutes	No comments.	<i>Nate Nusbaum motions to accept the February 25, 2015 Board minutes; Shelby Jordan seconds.</i>

		<i>All in favor; none opposed.</i>
Presentation: Street Vending Ordinance, Rodriguez Strategies	<p>Councilman Price and Huizar co-signed a bill regarding the legalization of street vending. Jessica Boker from Rodriguez Strategies is here to talk about the ordinance as local residents and businesses have expressed concern about how the policy would be enforced, regulated and what the implications are. SPBID wants to help educate folks on where it stands today on the process so that we can be organized as a community.</p> <p>Jessica Boker: We are working with a coalition of business organizations and associations in Los Angeles to build an opposition on the current proposal.</p> <p>Right now there are 50,000 vendors that operate illegally in the city. We're one of the only cities that have no regulatory framework for vendors. The proposed proposal is a blanket legalization of all street vending.</p> <p>In addition to the primary concern of how the city will enforce a program - concerns about street vending also include: 1- undercuts small businesses who pay taxes, 2- puts shoppers and pedestrians at risk by blocking already crowded sidewalks, creating ADA accessibility issues, 3- trash and congestion concerns, especially in business districts, 4- inability to hold mobile vendors liable for injuries and illnesses, 5- food safety: no potable water, no restroom, unsanitary practices allowed to continue.</p> <p>We are setting up a canvas to let businesses know the ordinance has been introduced and ask for opposition support. Would ultimately like to build volume. Process has slowed down because the minimum wage issue has</p>	

	<p>taken up most of the council’s time but we are working on earned media outreach to get our story out.</p> <p>Pro-ordinance people have built a large grassroots campaign.</p> <p>Jessica Lall: Breakdown of vendors finds that most are congregated in the Fashion District. With respect to South Park, SOBO committee has been very proactive in working with County Health Department.</p> <p>Sergio Urena: Our biggest challenge is that vendors have a good system of being out during events; they target major events.</p> <p>Jessica Boker: Even if legalized those carts will probably never reach health standards.</p> <p>Jessica Lall: It’s not a question of if vending is good or bad but more about the resources available to regulate vending and city permits.</p> <p>Fernando Villa: How difficult it would be to legalize? How have other cities done it? Is there a way to protect health, small businesses, especially if this is inevitable?</p> <p>Jess Boker: In 1984, LA tried to make a vending district around MacArthur Park but it’s been unsuccessful because people would set up right outside it.</p> <p>Jessica Lall: People try to determine how much the permit would cost based on cost of enforcement. Currently LA City only has 4 people designated to this issue.</p>	
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	<p>Jess Boker: They've capped the number of permits available each year. It's created a black market in New York where permits go for \$200,000 a year just to have a street vending permit.</p> <p>Michelle Heilpern: Because it's done successfully in other cities, we should create a vision of a very positive activity. Not sure how this fits into what you're doing but they need to see a vision of a successful program that is positively priced and could be regulated.</p> <p>Jessica Lall: Yes, great, we would love to see this and have proposed compromises, but it's all up in the air. In the real crux of it, there needs to be an economic evaluation done and that should drive what the program should look like.</p> <p>Nate Nusbaum: What is the position of our councilmen?</p> <p>Jessica Lall: Both are co-signers of the ordinance.</p> <p>Dawn Davis: Also keep in mind that something that is not shed light on, a lot of illegal vending is gang related.</p> <p>Jessica Boker: They are aware of those discussions when they step into council. Priscilla can email any signed forms to me.</p>	
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<p>Presentation: Concerto Phase 3 Project, Jim Reis</p>	<p>Apex Lofts.</p> <p>Jim Reis representing Holland Development through Craig Lawson & Co.</p> <p>Phase 1 was a 77 unit 7 story structure built simultaneously. Phase 2 was a 28 story with a 4 level parking structure. Phase 3 was originally another 28 story tower with a retail component on Fig and 9th. At the time we had 2 zones and that made this very complicated because it took a lot of entitlements.</p> <p>What we're asking for in changes: 629 in whole project, increasing by 9.5% in the final phase, as the larger units are harder to market so we're making more, fewer units without increasing FAR. Unit sizes range from 450 to 1860 sq feet, with an average of 866. Increasing open space on the site by 34%. We can only count 50 sq feet of the balcony space, but there is actually much more with the balconies. There is a small public park on Flower Street and a Paseo, but most is private. Originally there were 1.5 parking spaces per unit, but for future residents in new building will be 1.25 spaces per unit. There are 77 units in Concerto, 271 in Apex, 341 in second/new tower. There will be ground floor amenity space and access to tower with retail along the corner at Fig and 9th. All will connect to the existing structure. Mass of building is basically the same.</p> <p>What we've learned is that not everyone wants a balcony, so we have a mix. One of the open space elements is on the rooftop. Private seating, larger areas to congregate. Also adding community room on the pool deck for entertaining. There is an approved signage district. We are adding in pedestrian enhancements.</p>	
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	<p>Asking for site plan review and some ZA requests. 965 parking spaces exist today. Parking for retail is based on downtown code; we may end up with 2200 which gives us about 22 spaces.</p> <p>Daniel Taban: In full disclosure, my company works with Jim. When do you expect to start construction?</p> <p>Jim Reis: This fall.</p> <p>Daniel Taban: Condos or apartments?</p> <p>Jim Reis: Has a condo map but will probably rent at least to start</p> <p>James Pugh: Is this entitled? It mostly looked like subterranean parking; any above grade?</p> <p>Jim Reis: The parking is two above and two below grade but completely hidden. Working on entitlements now.</p> <p>Jessica Mandelbaum: Pet friendly? Will any of the outdoor space be equipped for pets?</p> <p>Jim Reis: Pets exist there today. Field will be equipped for pets and the paseo works as a dog run.</p> <p>Jessica Lall: To the extent that you can, please include any pet friendly elements for them to go to the bathroom. Pet friendly buildings that don't include a place for pets to use the bathroom means concrete. That would be great if you could include that.</p> <p>Jim Reis: I remember the first thing in downtown was the allowance of pets because it got people outside and</p>	
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	<p>interacting with each other. We hear you and will let them know.</p> <p>Lionel Neden: With everyone going green will there be charging stations?</p> <p>Jim Reis: We want to go LEED silver and certify the building so along with that will come charging stations. Have heard from APEX 1 that they've gotten a lot of requests for charging stations. Looking on their own to add charging stations to existing garage.</p> <p>Fernando Villa: Any affordable housing?</p> <p>Jim Reis: No. Most of this project was entitled back in 2000 and 2005.</p> <p>Jim Pugh: What position can we take?</p> <p>Jessica Lall: Our position is that we don't take positions but we can give feedback and offer comments in neutral comments. We don't write direct letters but speak at meetings.</p> <p>Fernando Villa: Even though we're Board members, we can still speak on these?</p> <p>Jessica Lall: Sure, you can go as yourself and give comments.</p>	
Secretary – Treasurer Update (Bob)	<p>a. March and April Report Financial Report: There were no big unexpected issues with the budget. We have \$150k in contingency that were unused in 2014 and have redistributed through remaining budget categories to give us a little bit of a buffer.</p>	

	<p>b. Discussion: Raising BID assessments 0-5% - vote in May</p> <p>Jessica Lall: Each year the BID is allowed to raise assessments anywhere from 0-5% and requires a majority vote from the Board. In 10 years, the only time this BID has raised assessments was last year and raised the full 5%. We haven't had any complaints on this. It's actually highly unusual that a BID for this many years has not increased their assessments. The increase gave us about \$90,000, but it proportionally raises operations budget and allocated in accordance with the management plan. It's not used for capital projects. I received two requests to raise assessments to hire more security officers. Budget is roughly \$2 million, if we raise assessments it would be another \$100,000. The common years to raise assessments is years 2 and 3, and when you go into renewal you raise less years 4 and 5.</p> <p>Once a lot of projects are built our revenue will increase. Our cost of doing business has gone up with all the construction, contracts,. We talk here every other month about things we could be doing like a tree-trimming program. There's a lot around marketing that DISI could take up. I wanted to put that out there to give everyone adequate time to discuss with colleagues and residents and see if there are any questions about raising fees.</p> <p>James Pugh: What are the questions raised when we talk about raising assessments? We do need to capture the opportunity to raise fees so that we can increase services. I would support on those points.</p> <p>Jessica Lall: We have one months before we vote on it,</p>	

	<p>what each of you can do here is talk to fellow residents and business owners. Average condo owner pays \$250 into the BID so it is an increase for folks at Concerto lofts about \$20 a year but they did email me saying they would be happy to give more. Nate and Shelby are largest property owners so it's a little more than \$20 a year for you so think about it.</p> <p>If you have any question, it will be an action item next month and we will not be able to delay it because we need to get it to the city to get on the property tax something.</p> <p>Michelle Heilpern: It would be easy and helpful to have a cheat sheet that we can take to property owners of what the BID does and what the raised assessments would do. Not just homeowners but businesses too. Presentations, whatever it takes, would be great.</p> <p>Jessica Lall: Amanda's been doing one-on-ones and coffees with people; Jessica works with businesses. We'll make sure we get that one pager revised and sent out to everybody.</p> <p>Shelby Jordan: Beyond the two buildings you've heard from, any other comments you've heard thus far?</p> <p>Jessica Lall: I've heard general comments from people asking for more security and more shift hours. It's something we can look at if we have more funds available next year. It's not like we just hire a new officer. No negative comments thus far.</p> <p>Nate Nusbaum: If we pass this as proposed, when would it show up?</p>	
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	<p>Jessica Lall: If we make it onto the tax roll this year, it would show up annually on your tax rolls.</p> <p>Nate Nusbaum: We need to make sure we don't do this every single year, otherwise we'll lose good will.</p> <p>Jessica Lall: Right, BIDs that are successful typically do it mid-BID cycle. Last two years of the cycle people reassess their management plan and needs and assess the raising of the assessment. This would be year 3 of the BID and the second year of three that you would raise. My recommendation going into years 4 and 5 would be a low increase moving forward. I would want to evaluate where we are year 5. You typically don't raise assessments the last year of the BID and really spend that time and focus on the management plan. We want to make sure that plan is serving the current needs and what we anticipate being the needs for the next five years. Say, for instance, we move forward with SP2, their needs for the first two years are primarily cleaning and their budget will reflect that.</p> <p>Fernando Villa: What have the other downtown BIDs done in the past few years?</p> <p>Jessica Lall: Not sure.</p> <p>Fernando Villa: I'm generally supportive of this plan but it would be nice to see what the other BIDs have done.</p>	
Committee Reports	<i>a. SOBO, Buente</i>	
Discussion DASH survey	Recommendations for a White Paper that the BID will	

recommendations	<p>submit to DOT. Once the businesses are here, respond to that survey so that we have more DASH stops in South Park, and run later and longer hours. We improved the east west connectivity and moved people from the convention center and LA live so it doesn't take 30-40 minutes to get people from Arts District to South Park. SOBO is discussing this; once the report is released everyone will know about it.</p>	
Update - meeting with City on Pico Metro Stop	<p>People say this is the biggest item the BID should spearhead since this is our gateway. We convened a meeting with the Mayor's Office, CD 14, CD 9 and Metro on Pico Station and found out some good news. Metro is investing \$200,000 into every stop to improve things like lighting, signage, décor and that will be happening this summer so that's wonderful news. The platforms have to be consistently as long as cars; we don't really have a capacity issue, just presentation quality, way finding etc. issues. They're sending us the plans of what that will look like and what other recommendations of what can be done. Way finding is a big issue, will work with Bud and folks at LA Tourism to help orient visitors; they're also open to suggestions on that from us. Anything that isn't Metro's land, we can possibly put money and work towards. City economically relies on downtown and South Park, so that station is critical in terms of being the gateway from Long Beach, West side, etc.</p> <p>Daniel Taban: I was really impressed by the reception and number of people in meeting. A lot of quick fixes to make the station more cosmetically appealing.</p> <p>Jessica Lall: The capacity question was seen as a need if the football stadium was built but to date there is no capacity issue as far as Metro knows. We can keep our</p>	

	<p>eye on that. Our top priority is focusing on cosmetic side. This is discussed more elaborately in SOBO if you want more information.</p> <p>Marie and Cal from Metro are going to come back and present to us and do a walk of the area. Seeing it in person creates a much more visual presentation.</p> <p>James Pugh: When will we be getting this info?</p> <p>Jessica Lall: Next week.</p>	
Update - Parklet Funding and Timeline Update	<p>Jessica Lall: We are in fundraising mode for the parklet. To date secured many contributions, very close to pushing over the edge. Mack Urban donating materials at \$15,000; Hazens put us in touch with Swinerton who will collectively contribute labor at about a \$15,000 value. We want to make sure it's structurally sound. Linlease, fingers crossed, may serve as general contractor to oversee Swinerton's team. It's a big commitment for them. TruMark Urban just committed \$7500 cash. Huge thank to Trumark, Hazens, Mack Urban, and Oceanwide for helping us get these commitments and dollars.</p> <p>Target goal for budget was \$60,000. Waiting to hear back from AEG and a couple of others, once we hit that mark we'll be good to go to build it. Many thanks to everyone who has been working on that. Great example of community building.</p> <p>Lionel Nedens: EmPower America works with Swinerton as well, so maybe if you drop a line about getting veterans to work it'll not only go a long way in line with Swinerton's goals but also the Mayor's plan. May be persuasive.</p>	

<p>Update on homelessness:</p> <ul style="list-style-type: none"> a. SB 608 b. CCA Homeless Committee 	<p>SB 608:</p> <p>Carol Lu, state senator, put forward a bill to decriminalize people sleeping on the street. Her policy named BID agents as harassers. Kerry Morrison, Hollywood BID, has been a strong advocate for what it means to help homeless people and get them the help they need. It was heard in the Senate committee, CDA and Historic Core BID met with 15 legislators the day before the hearing, which stalled the bill at the time but what really needed to happen was a meeting with Carol Lu to explain the issue around this. We don't want to be naysayers, but we're all trying to reach this goal of getting them housing and off the street, there are several goals we are trying to be helpful. Kerry's nonprofit, Hollywood Forward, has helped people get jobs and homes and positively contribute to society. This is a multistate effort that proponents have been pushing for. The direction is more affordable housing. The conversation is definitely going to shift; we have to stay on it to make sure it doesn't go in a different direction. We're going to have a state wide homeless summit on June 30. This was just decided on a conference call two days ago. We're hoping it will be a constructive, meaningful conversation on solutions.</p> <p>CCA Homeless Committee:</p> <p>Councilman Huizar yesterday is proposed the formation of a committee to help with the homeless issue. We want to make sure that we are a part of that. Next meeting is next Wednesday, April 29, 8AM. Jess will be participating actively on that.</p> <p>Lionel Nedens: Roughly 10,000 homeless veterans in Los Angeles. One of the programs they were involved in is putting solar on the city.</p>	
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	<p>Mayor has committed to get all veterans off the street. With council committee focused and dedicated to the issue, we're moving that direction.</p>	
	<p><i>b. DISI, Toennies</i></p>	
<p>Review and approve utility box standards and design</p>	<p>Proposed program guidelines for people who want to do anything with utility boxes. DISI had robust meeting last month. We want to connect the district, build upon what's here, and create a cohesive identity. Actual implementation of process itself first to come up with budget and timeline using assessment dollars.</p> <p>Delegate actual framework for type of art we'd like to DISI committee that Carmen and Do Art would do. If money to be spent, bring it back to board for formal approval.</p> <p>Framework to evaluate and have a process in place. Presenting to the board for amendments or approval.</p> <p>We've come a long way with first phase of project, implemented in spring in next few months.</p> <p>Carmen's provided a budget; Daniel through JADE and TFAR dollars is willing to contribute \$10,000 of 60k, 14 boxes in district, as long as it's not AT&T we are good to go.</p> <p>Great comments of keeping true to South Park history, incorporating SP BID logo on utility boxes to help build district brand identity. Call to artists based on that.</p> <p>Will bring back top designs to DISI on May 13. We'll choose a design to go forward.</p>	<p>Terri motions to approve the utility box art standards, Bob seconds, all in favor none opposed.</p>

	Artists go to website, fill out form, welcome to use multiple mediums.	
Website overhaul update	<p>Selected PUSH PR as our designer. We have a weekly check in, showing skeleton framework for where we're going. May 13 designs go over websites in more detail as well.</p> <p>Homepage will have the calendar, news feed, and business directory. Newsreel will be turned into a blog and you'll be able to find stories through a search feature.</p> <p>Terri Toennies: Coming up a long way from even two weeks ago.</p> <p>Video will be on here. Website will be optimized for social media and other things.</p>	
New mural, CASE – 1010 Development	<p>Mural going up on Sunday. Artist is from Germany and world renowned for his photo realism. This project on Bob's buildings is to connect community. Hands on each one of the buildings that are catty corner to each other. Gorgeous sense of ethnicity, community.</p> <p>Do Art social media shows pictures of him working on properties in Playa Vista. We are reaching out to hotels around for community murals.</p>	
Executive Director Report	<p>Approval for SPSG to manage South Park II Proposed BID:</p> <p>We've been talking about this for a year and a half, new BID is moving forward, would be in existence for two years. Both contracts will sunset at the same time and renew as one large South Park BID. They have their own board of directors; will have a lot of meetings.</p>	Daniel motions to allow SPSG manage SP II proposed BID should it move forward, Fernando seconds, all in

	Staff will serve on SP2 but we will have separate security and clean teams. Two managers of the programs will manage both, but have separate officers and equipment. That BID will pay a percentage of rent, probably 25% because that's about their percent of the budget.	favor none opposed.
	Chain Store LA, Retail Article & potential tour: South Park being featured in Chain Store LA, retail executive magazine. Connected with ICSC in Vegas. They wrote this for free. We're also connecting property owners to put on a retail tour with them where CSA would organize. This is a phenomenal marketing piece that we didn't have to pay for.	
	New Operations Manager, Priscilla Hsu	
Updates	<p>Congratulations to Jim and Terri on their professional accomplishments.</p> <ul style="list-style-type: none"> <i>a. Next Board Meeting, June 25, 2015 – 8:30am</i> b. Don Chente Green Carpet Event – April 30th, 5:30p Over 200 RSVPs, need to cap event at 200. c. DISI Meeting – May 13th, 9am d. CHMC Gift Store Green Carpet – May 13th, TBD e. Metro Charter Elementary Green Carpet – June 4th, 2015, TBD 	
Announcements	<p>Congratulations Jim Pugh for making partner.</p> <p>Congratulations Terri for nomination Women Making a Difference by the LA business journal.</p>	No action taken

Next Meeting	June 25, 2015	

Adjourned at: 10:11 am

NEXT STEPS:

- **Staff will:**

Jessica Lall:

- **Send Metro Pico stop info to Board next week (James Pugh asked)**
- **Put Jim in touch with Lionel Neden**

Priscilla Hsu:

- **Email signed forms to Jessica B.**